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Linear Retail named 2010 City of Cambridge GoGreen Award winner

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Linear Retail has been named the 2010 City of Cambridge GoGreen Award winner in the category of stormwater management for its 211-235 Fresh Pond Pwy. redevelopment. At the May 25th award ceremony, Linear was cited for the innovative infiltration basins, bio-swales and rain gardens installed at its newly redeveloped 47,000 s/f shopping center anchored by Trader Joe's and CVS Pharmacy. Mark Conley, Linear Retail's vice president of construction and development, managed the project working with Framingham-based civil engineering firm Samiotes Consultants and the City of Cambridge to address the site's stormwater treatment and storage requirements located in the sensitive Fresh Pond /Alewife Brook area.

The unusual storm water management system installed by Linear reduces stormwater runoff, promotes infiltration and reduces the potential for flooding. Native drought-resistant plants were installed, avoiding the need for a separate irrigation system while maximizing green space.

According to Conley, "This project was a great example of thoughtful problem-solving by our project team. We were able to make substantial improvements to the environmental impact of our site while also dramatically enhancing the shopping experience for our center's customers."

The city manager of Cambridge, Robert Healy, said, "The GoGreen Award recognizes Cambridge businesses and organizations for their efforts to preserve the environment and quality of life in Cambridge. Many of our businesses and organizations are active in promoting and implementing environmental programs and we want to make sure that their efforts are appreciated and applauded."

Each year the City of Cambridge recognizes businesses and organizations for significant contributions in transportation, waste reduction, recycling, energy, stormwater management and climate protection.

Linear Retail Properties, LLC is a retail real estate operating company launched by William Beckeman in 2003 in partnership with Principal Enterprise Capital, a subsidiary of the Principal Financial Group.

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